



100TH ANNIVERSARY

EST **STARS & STRIPES** 1924
★ ★ **BBQ PARTY** ★ ★

PLAYBOOK

YOUR GUIDE TO EXECUTE



SATURDAY
MAY 25TH
11AM-2PM

Party Playbook

2024 In-Store Parties

Stand out by hosting 2024 parties. Your staff engages with customers, telling them about the best features of bestselling products, and you prepare throwing a smashing 100th Ace Anniversary in June. Plus, your bottom line likes parties being thrown. Here are the benefits your store receives with these parties that provide memorable experiences for your customers to keep coming back.

Results: Stores that hosted events in 2023, saw these positive impacts:

+13.3%
Avg. Sales Per Store

+11.9%
Avg. GP\$ Per Store

+8.4%
Transactions

Avg \$ Sales: Participating Compared to Non-Participating Stores

BBQ VENDORS		BBQ Merchandise Classes	
Big Green Egg	+22%	868 Grills & Smokers	+22%
Blackstone	+33%	869 BBQ Tools/Parts/Accs	+33%
Traeger	+61%	870 BBQ Fuel & Accs	+61%
Weber	+65%	873 BBQ Sauces & Seasonings	+65%
		All BBQ MCs	67.3%

Opt-in for the remaining parties! Your bottom line will thank you. Although you'll miss out on the swag and the party T-shirts this year, you can opt-in early for all the parties next year and get some cool extras in your sign kit.

Date	Party	Sign Up Deadline
June 29th	100th Anniversary Block Party	4/5/2024
August 31st	Labor Day	6/7/2024
November 23rd	Thanksgiving- all brands	9/6/2024
December 7th	Gifts and Grilling	10/4/2024



MAY STARS & STRIPES BBQ PARTY

Celebrate Memorial Day and kick off summer with the fantastic Stars and Stripes BBQ Party! Create a sizzling good time showcasing the best grill brands like Weber®, Traeger®, and Big Green Egg®. Remind your customers they get to enjoy FREE fuel and FREE assembly/delivery on grills over \$399+. With lively demos and special deals, it's the perfect way for your customers to experience the joy of grilling at Ace. Make it a festive occasion and invite your customers to shop local – they will love it!

DEMO BRAND RECOMMENDATIONS

GRILL FEATURE

Traeger Ironwood 650 Wood Pellet WiFi Grill Black
Ace SKU#8030466
Mfr #TFB65BLF

SAUCES & RUBS FEATURE

8060807 8085233

Food Safety and Other Helpful Info

How to Serve Safe Food and Comply with Local Health Department Regulations

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing, and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:



Prepping for Your Event

Partner with your local health department to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

Plan your demos for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.

Understand Your Event Plan

What food are you sampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

Where was the food purchased?

What kind of storage/prep is required?

- Food storage before demo
- Prep before demo
- Storage during demo

Things to Have on the Day Of:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 4
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

Food Safety and Other Helpful Info

Things to Remember:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

Note:

- If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off; turn on the Weber; or fire up the Big Green Egg.
- Keep all grills below 250 degrees F to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

Another way to showcase your grills is to cook lunch for your associates. You don't need to sample food to sell grills; smoke will create the buzz and curiosity.

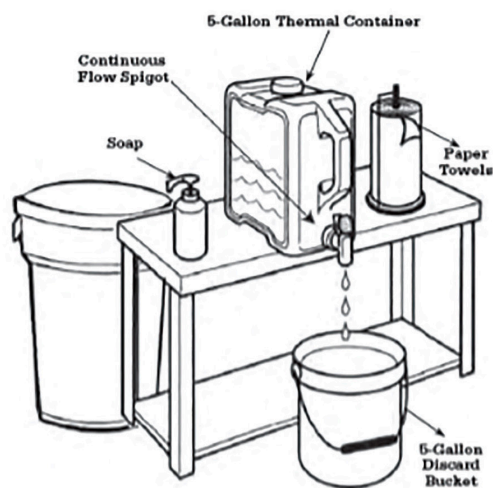
Acceptable Handwashing Station for Temporary Food Vendors

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

Setup

Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



Wash Hands Before: Starting to work | Handling Ready-to-Eat Food

Wash Hands After: Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination

Demo Ideas from the Best Brands and Famous for Four Categories

BBQ Demo



Chef J's Whole Roasted Pineapple

Chef Jason K. Morse, CEC | Ace Hardware Grill Expert | Owner, Chef J's BBQ Provisions

Yield: Serves 4 People

Prep time: 10 Minutes

Cook time: 15-20 minutes

Ingredients

- 1 whole pineapple
- 2 tbsp Bacon Up Bacon Grease (Ace SKU #8998601)
- 1-2 tsp Meat Church, Texas Sugar (Ace SKU #8085233) or Loud Mouth™ Mmmm Baby! (Ace SKU #8093065)



Cooking Directions

1. Make sure your Traeger is clean and drip tray is clean and free from any food debris or buildup.
2. Fill pellet hopper with Ace Reserve Pellets (Ace SKU #8015887)
3. Heat your Traeger pellet grill to 375°F (190°C).
4. Peel the pineapple and remove the top and bottom. Leave the pineapple whole for better cooking and easier slicing.
5. In a small bowl, mix the Bacon Up and Meat Church Texas Sugar or Loud Mouth™ Mmmm Baby!
6. Brush the Bacon Up/spice mixture generously over the pineapple, ensuring the pineapple is well coated.
7. Place the pineapple directly on the preheated grill grates, standing up.
8. Roast the pineapple at 375° F for about 15-20 minutes, rotating occasionally to achieve even caramelization. Keep an eye on it to prevent burning.
9. Once the pineapple is golden brown and has a delicious smoked aroma, using insulated gloves and tongs, remove it from the Traeger.
10. Allow the roasted pineapple to cool slightly before serving or slicing.
11. Serve the whole roasted pineapple as is, to be sliced and served on ice cream or tacos. Sweet and Savory for the WIN!
12. Enjoy your Traeger Roasted Pineapple!

BBQ Demo

BBQ Sauce Tasting Station

Here are some ideas for helpful products to use when creating a tasting station at your grilling demo!

Tip: Put sauces/rubs on the table for easy impulse purchases after tasting



Squeeze Bottles

SKU 8083956



Sampling Spoons

SKU 66040



Pretzels

SKU 9388869



BBQ Sauces

From your assortment



Napkins

SKU 6000003



Lysol Wipes

SKU 1018488

Lawn Care Must-Haves

These 5 Essential Lawn Care Categories

Maximize your sales potential by creating an enticing display table focused on essential lawn care products this May. Set up a visually appealing showcase featuring samples of recommended items in each of the five must-have categories for optimal lawn care.

Accompany the display with a prominent sign detailing the five essential categories, guiding consumers on their journey to a vibrant and healthy lawn.

Remember – we want to increase the basket size of each of your consumers. The more categories you show, the more likely they are to buy across different categories.

- Soil - 7599723, 7505977, 7104052, 7307804, 7106198
- Mulch - 7394711, 7394703, 7394695
- Fertilizer - 7023424, 7475379, 7475346, 7475403, 7475460
- Weed Control - 7028607, 7029018
- Insect Control - 7114176, 7215197, 7435290



**Educate
+ Engage**
Boost Sales

Power Demos

EGO™



POWER+ 22" Aluminum Deck Select Cut™ Self-Propelled Lawn Mower (7028502)

• Supplies/Tools needed

- Extra batteries and chargers

• Demo Setup Instructions

- Install fully charged batteries
- Turn mower ON
- Demo digital screen showing options
- Show how mower folds up for compact storage
- Show handle height adjustment

• Top 3-5 features of the product (talking points to customer)

- Cast aluminum deck for great durability and lifetime warranty of the deck with registration*
- 1400W BL Motor for premium performance; 11.1 foot-pounds of torque at 1750 RPM
- Select cut multi-blade cutting system for premium cutting performance
- Digital Screen; Bluetooth IoT connectivity function for extended UI & UX; customize your cut
- Single lever fold-flat aluminum handle for easy and compact storage
- 2-point deck height adjustment

CRAFTSMAN.



CRAFTSMAN V20 Power Cleaner (1015306)

Supplies/Tools needed

- 1015306
- (2) fully charged V20 batteries (Ace SKU #2827590 or 2834224)
- (1) Ace 5-Gal bucket filled with water

Demo Setup Instructions

- Attach white siphoning hose to the tool & insert end into bucket
- Demonstrate 5-In-1 nozzle and different spray features
- Outdoor recommended due to water

Top 3-5 features of the product (talking points to customer)

- Draws water from any fresh water source, or can be connected to garden hose
- 350 Max PSI – 5x the pressure of a garden hose
- Perfect for light duty cleaning around the house – cars, patio furniture, siding, etc.
- Part of rapidly growing craftsman V20 system; 100+ solutions

Power Demos Continued



M18 FUEL™ Brad Nailer Demo Best Practices

Supplies/Tools needed

- 2" x 4" Framing Lumber (SPF) Ace SKU #5072681
- 1"x4" Oak Board Ace SKU #5204235
- Primed Pine Molding Ace SKU #5043576
- 1½" Brad Nails Ace SKU #2103471
- M18 FUEL™ Brad Nailer 2746-20 Ace SKU #2006423
- M18™ 2.0AH Battery 48-11-1820 Ace SKU #2382141
- Workbench / Table Safety Glasses



2103471



2382141



2006423



Demo Set-Up:

- Wear safety glasses (PPE) before starting.
- Cut lumber to appropriate lengths:
 - 2"x 4" x 4' Framing Lumber (SPF)
 - 1"x 4" x 2" Oak Board
 - 2' Primed Pine Molding
- Install (1) 2' Oak and (1) 2' Pine board on each side of 2" x 4" stud with brad nails in each corner (see illustration).
- Double-side each 4' section with both material types.
- Utilize the other side of the demo build.



Demo:

- Place wood material on workbench.
- Load 1 ½" brad nails into the M18 Brad nailer, attach battery.
- Power on the tool using the UI panel, fire nailer into wood.

Key Take-aways:

- Consistent, Clean Nail Holes: Drives nails sub-flush in hardwoods and softwoods.
- Compact Size: Provides a clear line of sight for accurate nail placement.
- Zero Ramp Up Time: No delay between trigger pull and nail fire.



DEWALT 20V MAX ATOMIC One-Handed Reciprocating Saw Tool Only (2005818)



Supplies needed

- 2005818
- (2) Fully Charged 20V Batteries (Ace SKU #2408789)
- (2) Sawhorse or (1) portable workbench (Ace SKU #2894947)
- Clamps Ace SKU #2360279 or similar
- Associate wears proper PPE (gloves, safety glasses, etc.)

Demo setup instructions

- Charge batteries the night before
- Set up 2x4 on top of sawhorse or portable workbench
- Make cuts into 2x4

Top 3-5 features (talking points to customer)

- Quick and easy blade changes from the tool-free blade release
- Improved speed control because of the variable-speed trigger
- More points of contact than a fixed shoe because of the pivoting shoe

Paint Demo

MAGNOLIA
HOME
BY JOANNA GAINES

Magnolia Home Paint Scrub Test Demo

CRAFTED WITH
KILZ

- Highlight Magnolia Home’s premium scrub-ability using Matte finish, a less-durable sheen suitable for everyday life. Build multiple examples for customer showcase.
- On a 12” x 24” 1/8” thin plywood sheet, tightly wrap yesterday’s newspaper across the front. Tape securely on the back, being careful not to tear it. Reveal the date to the audience after completing the demo.



- Apply two coats of Magnolia Home Interior Paint in Matte (Base 1 – True White) on the demo board, allowing 1-hour dry time between coats. Let the final coat dry for at least 24 hours before the live demo.



- In front of the audience, use crayon, ink pen, or black sharpie marker on the painted side, emphasizing it’s Magnolia Home Interior Paint in matte finish.
- Spray the board with water and lightly apply abrasive cleaner.
- Scrub stains off the paint film using the abrasive side of the sponge with moderate pressure.
- Wipe clean with a paper towel.
- Reveal the newspaper substrate to the audience, showing the dated section to emphasize the paint film drying for only 24 hours.
- Highlight Magnolia Home paint’s durability and scrub-ability to the audience.

Items for Demo Success

Ace Item #	Model #	Model Description	Size
11689	11689ACE	Ace 16 oz Spray Bottle	N/A
1219021	HD-3	Scotch-Brite Heavy Duty Sponge	3 pack
1026860	61034403	Ajax No Scent Cleanser	21 oz
5420260	5306	1/8” plywood sheet	12”x24”
6028424	80360000	Paper Towel	
91199	52-3024	Crayons or Lipstick	
9002858	30162	Sharpie	
1801182	M116014	Magnolia Home Matte Interior, Base 1	Quart
1817816	54118	Whizz 4” Mini Paint Roller Kit	4”x1/2’

Project Demo Idea

Paint A Front Door

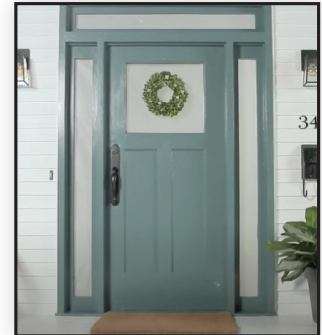
One of the easiest and most impactful projects for sprucing up the exterior of your home is painting the front door!

Supplies:

- ☐ Drop Cloth
- ☐ Painters Tape
- ☐ 2-inch angled brush
- ☐ Paint Roller
- ☐ Painters Tray



Scan:
QR code for video



Instructions:

When painting an exterior door, I'd recommend using an exterior paint, in semi-gloss or satin sheen because it is designed to hold up against weather. Here are some great front door colors from Clark+Kensington:

Breezy Blue 35B-2, Limoncello 22B-5, Dark Diversion 37B-7, Garden Stone N-C10



Step 1 – Clean & Prep Your Door

The first thing you want to do is make sure your door is clear of any dust, lint, dirt, wax, etc. Use an all-purpose cleaner and a cleaning cloth to scrub any dirt off your door. Allow the door to completely dry before moving on.

Step 2 – Tape the Door

Once your surface is completely clean, apply painter's tape on windows, glass, doorknobs, deadbolt locks, etc. Basically, over anything you do not want painted. Make sure it's smooth and apply pressure to the tape to ensure a tight seal for the paint.

Step 3 – Prime Your Door

Primer is key to getting a good, durable finish that sticks. To apply the primer, you will need to use a paint roller for the main sections and an angle brush for the panels and corners. Make sure you read the manufacturer's instructions and apply a second coat if needed.

Step 4 – Painting Your Front Door

Start by painting the detail work first, which includes the window, decorative areas, or panels, with an angle brush. Once you have painted the detail areas, start from the top of the door and make your way down. That way you can catch any drips that might have occurred. Allow that first coat to dry and come back to see if you need to apply an additional coat.

Step 5 – Remove Painter's Tape + Let Dry

Once the door and window areas have been painted, carefully remove the painter's tape while paint is still tacky.

Here's an Annie Tip: use a roller to paint the larger areas of the door. This will help give a smooth-looking finish without brush strokes.



Scan to see:
How to Paint an Unfinished
Wood Front Door



Scan to see:
How to Paint a
Steel Door



Scan to see:
How to Gel Stain a
Garage Door



Market Your Event!

In-Store Signage:

Poster and end cap sign sent in May sign kit. Be sure to prominently execute all signage components.

END CAP



POSTER



SOCi Assets:

There are social options to promote your party.

1. We have a video carousel ad that will be advertised on your behalf if you opted in to the Party/SOCi LOI. You will see the creative in the 2024 Community Calendar if you opted in to the Party/SOCi LOI. No action is needed if you opted in to the ad via the LOI.
2. We have a video (.mp4) file located in the SOCi 04-2024 Win the Month Library. If you missed the Party/SOCi LOI sign up, then please find the May Stars & Stripes BBQ party video. You can post the video file organically, or use the SOCi BoostPlus or AdsPlus modules as options to advertise the event.

Highlighted Offers: These offers will be the main feature throughout marketing channels for the May Party. (Subject to change)

- Free Fuel, FAAD with purchase of grill \$399+
- Weber SA-E-330 8091361 (Blue Rhino Propane)
- Traeger 885 8030462 (Traeger Reserve Pellets), and MAP drop
- Big Green Egg XL in Acacia Table (Big Green Egg Charcoal)
- EGO: Buy This Get TWO EGO Batteries Free
- STIHL: Save3 \$30 / \$50 off String Trimmer
- Milwaukee: Buy This Get One of these Free
- Clark+Kensington and Royal: Buy One, Get One 50% off Paint Gallons
- NatureScape Mulch: 3 for \$9.99

Looking to create your own assets? Logos and other creative are available in Brandfolder! Creative (External Only) > 2024 > Style Guides > May Stars & Stripes Party



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